Trends in Higher Education
Topics

• Introduction
• Institution Challenges
• Today’s Student
• Trends and Ideas
  o Psychological Factors affecting Enrollment
  o Influence Former Students to Re-Enroll
  o Non-student Payments
  o Addressing IT Concerns
Nelnet Campus Commerce

- **Subsidiary of Nelnet, Inc. (NYSE: NNI)**
  - $2.5B publicly traded company
- **30+ years of experience in Higher Education**
  - Provide solutions for 1,300+ campuses
- **Compliance and security**
  - Dedicated security team
  - PCI DSS Level 1 Validated, FERPA, GLB, NACHA
- **Integration with every major ERP**
  - Workday, Ellucian, Oracle, Jenzabar
- **Impactful Partnerships**
  - CampusGuard, Western Union/Convera, Modern Campus, etc.
Nelnet Campus Commerce

• Tuition Management
  • Streamline the tuition payment process with Payment Plans, Billing & Payments, and Refunds.

• Integrated Commerce
  • Increase revenue opportunities and create a unified payment experience with Cashiering, Storefront, and Payment Forms.
Institution Challenges - Enrollment Declines

✓ National Enrollment peaked in 2010 at 21.02 Million*
✓ Enrollment in 2020: 19.99 Million*
✓ Fall 2021: 17.05 Million**
✓ Spring 2022: 16.2 Million**

✓ Illinois Enrollment decreased by 24.8% 2010 – 2020*
✓ Enrollment in 2020 at 681,988; 32.8% leave IL for school
✓ Fall 2021: 543,628; Public 2 Year: 198,862
✓ Spring 2022: 518,897; Public 2 Year: 197,176

* Education Data Initiative, July 2022
**National Student Clearinghouse Research Center
Other Institution Challenges

✓ Doing more with less
✓ Technology concerns
✓ Transformation and change
Today’s Students

- Changing Demographics: Race, Ethnicity, Gender
- College Affordability
- Psychological Factors***
  - Doubt about financial returns
  - Awareness of other career training
  - Cost and fear of debt
  - Too stressful (student wellbeing)
  - More important to work and make money
  - Uncertain about areas of study

***Gates Foundation U.S. Program
Study: Psychological Factors

- Survey – 11 focus groups and 1675 online survey respondents
- High School Grads and 18 – 30 year olds
  - 46% going to college
  - 41% unsure
  - 13% not going
- More predictive than demographics
  - Satisfaction with one’s current life situation
  - Touchpoint to college
Value of Post High School Education

• 47% (almost half) have taken Utube classes
• ~25% enrolled in classes to receive license or certificate

Rated Excellent Value
• 44% On-the-job training (70% positive)
• 35% Course(s) to receive a license
• 35% 4 Year degree
• 34% Course(s) to obtain verified certificate
• 33% Course(s) to obtain professional certificate
• 28% 2 Year degree

• More agree a good job requires certificate (68%) versus college degree (57%)
• Affordability Matters but ROI Matters More: Education Choice => Job
High School Graduating Students

• Need preparation for “real world” needs

• How to:
  • Get and keep a job
  • Do taxes
  • Establish and maintain good credit
  • Succeed in college
Former Students

• Influence former students to re-enroll at your institution
• More than a million students drop out of college every year
• 3/4 are first generation college students
• More than 2/3 are low income
Former Students – What can you do?

• Reach out using email blasts, mailing campaigns, phone calls
  • With strong messaging motivating them to finish what they started
  • Or show them how to benefit financially
  • Direct them to web page to fill out interest information

• Make access to education flexible
  • Online, evening classes
  • Simple sign-up
  • Extra technology resources

• Give incentives for returning to school

• Offer tuition payment options
  • Regular payment plans
  • Past Due payment plans
  • Longer term payment plans
Non-Student Payments on Campus

Storefront

Mobile Register

PAX A920 and PAX A80
Higher Ed – IT Concerns

• Data Security
  • Prime targets for Cyber Attacks
  • Dispersed workforce, online students

• Digital Learning
  • Online learning, digital fluency for student engagement
  • Internet Access

• IT Staffing

  • Develop security plans and processes
  • Evaluate and update institution infrastructure to protect and secure data
  • Train your team

  • Ensure your campus has adequate internet access; IT staff; clear instructions with digital teaching resources

  • Invest in analytics and other tools
  • Rely on Third Party Partners

Nelnet Campus Commerce
Validated, PCI Level 1 Compliant – Highest Level Payment Processing Security
CampusGuard
A leader in cybersecurity and compliance focused on the needs of higher education.
• Education Data Initiative
• College Enrollment & Student Demographic Statistics, EducationData.org, July 26, 2022
• https://educationdata.org/college-enrollment-statistics

• National Student Clearinghouse Research Center
• Fall 2021 and Spring 2022 Enrollment Reports
• https://nscresearchcenter.org/current-term-enrollment-estimates/

• Inside Higher Ed Article: Why Would-Be Students aren’t Choosing College
• College enrollment decline and student opinions (gatesfoundation.org)

• Nelnet Campus Commerce/Blog
• Influencing Former Higher Ed Students to Reenroll - Campus Commerce
• 3 IT Concerns for Higher Education Institutions (campuscommerce.com)
Thank You!

Sandy Gjermstad
Account Executive
(224) 623-2223
Sandy.Gjermstad@Nelnet.net